REFERENCES & BIBLIOGRAPHY

1. **Arthur G Cook,** Forecasting for the Pharmaceutical Industry, ISBN-10: 0 566 08675 1,2006
2. **C. R. Kothari, Research Methodology,** ISBN (13) : 978-81-224-2488-1,2004
3. **Kevin Lane Keller,** Strategic Brand Management , ISBN 978-0-13-266425-7, Pearson Education Limited 2013
4. **Lakshmi Chandra Mishra ,** scientific Basis for Ayurvedic Therapies, ISBN 0-8493-1366-X CRC Press LLC,2004
5. **Marc J. Roberts , Michael R. Reich,** Pharmaceutical reform, ISBN 978-0-8213-8760-3,2011
6. **Philip T. Kotler, Kevin Lane Keller**, Marketing Management , ISBN 978-0-13-210292-6,2012
7. **Sk. Md. Nizamuddin**,Advertising and Sales Promotion, ISBN 978-93-81932-12-4,2000
8. **Scott Weintraub et.al**, RESULTS: The Future Of Pharmaceutical And Healthcare Marketing,ISBN:978-1-599932-507-1,2015
9. **AinaryArun Kumar, T Sowmyya[2012]**An Assesment of marketing strategies in Ayush Ayurvedic hospitals with reference to Andhra Pradesh,International Journal of research in management , ISSN 2249-5908, Vol 6 , issue 2 , Page 29-55
10. **Alok Sharma et.al(2008),** Herbal Medicine for Market Potential in India: An Overview, Academic Journal of Plant Sciences,ISSN 1995-8986 Vol.1,Issue2.page no 26-36
11. **Bahram Ranjbarian et.al(2013)**,Investigating the Impact of Herbal Medicines Marketing Mix and Physicians' Product Involvement on Prescription of these Drugs, International Journal of Academic Research in Business and Social Sciences, ISSN: 2222-6990, Vol. 3, No. 11,pg no-207-13
12. **Braz J Med Biol Res,RibeirãoPreto(2000)**,Efficacy, safety, quality control, marketing and regulatory guidelines for herbal medicines, Brazilian Journal of Medical and Biological Research,ISSN 1414-431X, vol.33, **page** 179-189
13. **Christiana Shade Ade-Johnson(2014)**,An Emperical Investigation of the Effectiveness of Sales Promotion in Maltina and Malta Guinness Sales Promotion Strategies, J Mass Communication and Journalism, ISSN: 2165-7912, Volume 4 • Issue 7 page no 1-5

14. **Familmaleki et al(2015)** Analyzing the Influence of Sales Promotion on Customer Purchasing Behaviour, International Journal of Economics & Management Sciences, ISSN: 2162-6359, Volume 4 • Issue 4,Page no 2
15. **Garima Malik (2015)** , Impact of Sales Promotion Technique Used by Online Dealers on Consumers , International Journal of Applied Sciences and Management (IJASM) , ISSN 2413-3396 , Vol. 1, no. 1, Page No 63 .
16. **Gomathi D, Muruganantham(2016)**, MARKETING MODEL OF PATANJALI AYURVED Ahead- International Journal of Recent Research Review w, ISSN :2456-205X, Vol.1, Issue. -6page no 46-48
17. **Harish B. Bapat, Vishal Khasgiwala ,** A Yogic Business Revolution: Back to the Future! IOSR Journal of Business and Management (IOSR-JBM), ISSN: 2319-7668,Page no 59
18. **Mahesh T S et.al.(2011)**, Analysis of Influence of markeing on sales of Ayurvedic Drugs, International research Journal of Pharmacy ,ISSN 2230 – 8407 ,Volume 2, Issue 10 ,Pg No 79
19. **Md. Irshad Ali, ManmohanYadav(2015)** A STUDY OF CONSUMER PERCEPTION OF HERBAL PRODUCTS IN BHOPAL, International Journal of Management Studies, ISSN 2249-0302, Vol-II, Issue-1,page no69-80
20. **M K Maru(2012)** New Products of Tourism in India, INDIAN JOURNAL OF APPLIED RESEARCH, ISSN - 2249-555X, Volume : 1 Issue : 9 , Page no 21-22
21. **Patel Vishal et.al (2011)** , Review of Quality Safety and Legislation for Herbal Products , International Journal of Research in Ayurveda and Pharmacy , ISSN 2229-3566, Vol 2 issue 5 , Page no 1486-1489
22. **Pandey Shivanand(2010)** India's Pharmaceutical Industry on Course for Globalization: A Review , INTERNATIONAL JOURNAL OF PHARMACY & LIFE SCIENCES, ISSN 0976-7126Vol 1 , issue3, page no 133-140
23. **Poonam Amrutia , Darshana Dave[2016]** IMPACT OF ADVERTISING AND MARKETING STRATEGIES ON CONSUMPTION OF AYURVEDIC MEDICINES, International Research Journal of Marketing and Economics, ISSN: 2349-0314,Vol. 3, Issue 5,page
24. **P. VAIJAYANTHI et. al (2012)**, strategic marketing model for practice of ayurvedic medicine , International Journal of Pharmacy and Pharmaceutical Sciences,ISSN- 0975-1491, Vol 4, Suppl 2, Page No 172

25. **Rajendra Kumar Jain(2011)**, Opportunities & challenges for export of ayurvedic products to african countries , Indian Journal of Commerce & Management Studies, ISSN – 2229-5674, Vol–II , Issue -2,Page no 222
26. **Ramalekshmi. S1* and DR. D. ELANGOVAN2(2015)** , BARRIERS FACED BY THE PRODUCERS OF AYURVEDIC PRODUCTS IN KERALA, International Journal of Advanced Research , ISSN 2320-5407, Volume 3, Issue 11page No 1350.
27. **Ramesh Sardar (2016)** ,Desi Hustle Vs MNC Muscle: The Case Study of PatanjaliAyurved Ltd, Impact Factor 3.582 Case Studies Journal, ISSN (2305-509X) Volume 5, Issue 4,Pageno 11-16
28. **Rohit Bhattacharya et.al (2014)**, Export strategy of Ayurvedic Products from India, International Journal of Ayurvedic Medicine, ISSN: 0976-5921,Vol 5, Issue 1 , Page no 125
29. **RAMESH U KURIAN JOSEPH[2011]**, A STUDY TO DEVELOP AN ADVANCED MARKETING STRATEGY FOR WELLNESS TOURISM IN KERALA BASED ON THE PREVAILING SCENARIO ,International Journal of Multidisciplinary Research, ISSN 2231 5780, Vol.1 Issue 6,page 211-222
30. **Shomnath Dutta (2015),**Study of present market standing of yogi guru ramdev's flagship brand patanjali in ayurved&fmcg sectors in & around siliguri city of north bengal, International Journal of Research in Engineering, Social Sciences, ISSN 2249-9482, Vol 5 Iss 4,Page No 114
31. **Suvarna M. Deshpande(2015)** , Study of Current Market Scenario & Marketing Prospects against Changing Attitude of Consumers towards Buying Of Ayurvedic Medicines in India,International Journal of Business and Management Invention,ISSN : 2319 – 8028, Vol 4 Iss 6,Pg no 48
32. **Sanjay Kavishwar, Vijay N. Bidwaikar(2012)**, beauty parlours - prospective channel partners for retailpromotion of herbal cosmetic products by s.m.e., ISRJ, ISSN:-2230-7850,Vol.2,Issue.Ipage no 1-4
33. **Sajitha S Kumar (2016)**,sustainability through extension "a case study of PatanjaliAyurvedpvt ltd. Baba Ramdevjack of all trades, Episteme: an online interdisciplinary, multidisciplinary & multi-cultural journal, ISSN-2278-8794, Volume 5, Iss 1
34. **Soni Neha and VergheseManoj(2013)**, Impact of Sales Promotion Tools on Consumer's Purchase Decision towards White Good (Refrigerator) at Durg and

Bhilai Region of CG, India, Research Journal of Management Sciences, ISSN 2319–1171,Vol 2 issue 7 , Page 10-14

35. **Sharma Trivendra Kumar, Bulani Nikki(2014)**, impact of advertisement of direct to consumer proprietary medicine, International Ayurvedic Medical Journal, ISSN:2320 5091, : Volume 2; Issue 2,page183-1187
36. **Shallu , Sangeeta Gupta (2013)**Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry, International Journal of Commerce, Business and Management, ISSN: 2319–2828, Vol. 2, No.6,pag no 379-385
37. **Selvabaskar et.al (2015)**, The Changing Face of OTC Drug Marketing in India: A Mist or Must?, Research Journal of Pharmaceutical, Biological and Chemical sciences,ISSN: 0975-8585,Volume 6 iss 5, pg no 694-700k
38. **SWATI KEWLANI, SANDEEP SINGH(2012),** Prospects of traditional therapy: consumer's perception - an empirical study of rural market with special reference to indore district, international journal of research in computer application & management, volume no. 2,Issue 8, Pgno 108-111
39. **Yaqub Khan et. al.(2013)**, A Review on Marketing of otc drugs journal of scientific & innovative research, ISSN: 2230-4818,Vol 2, Iss 1, pge no 107
40. **Wong Ai Jean & Rashad Yazdanifard(2015)**, The Review of how Sales Promotion Change the Consumer's Perception and Their Purchasing Behavior of a Product, Global Journal of Management and Business Research, ISSN: 0975-5853 ,Volume 15 Issue 5 page no 32-37